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## METHODOLOGY FOR THE ASSESSMENT OF ALCOHOLIC SECURITY ON THE REGIONAL LEVEL

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### ABSTRACT

Like any other commodity market, alcoholic beverages market has its own the specifics of development. The paper investigates the problems and prospects in the development of the alcoholic industry on the regional level. The authors identify the problems of implementation of the federal laws on the issues of administrative and legal regulation of the alcoholic market, as well as the structure of offenses in the sphere of production, turnover and retail sales.

The methodology aimed at developing the criteria and indicators of the state regulation of the alcoholic market; the system of balanced indicators for the development of the alcoholic market as well as indicators of the effectiveness of measures to support the prevention of alcoholism in the region is based on using the normative legal documentation.

The findings include the authors' definition of the concept of alcoholic security and the proposed system of indicators and threshold values for the assessment of alcoholic security level in the region.

The practical importance of the research results is due to the opportunity or uses them by federal and regional government authorities as a methodological basis for medium-term and long-term forecasts for the development of regional alcoholic beverages market as a part of regional socio-economic development programs.

**Keywords:** alcoholic security, criteria and indicators of alcoholic security assessment

### INTRODUCTION

Modern scientific literature do not offer unambiguous interpretation of the concept of "alcoholic security" [1-2]. The alcoholic security of the region can be considered as economic security in the sphere of the alcoholic beverage industry, namely, the state of the regional economy, which provides effective state regulation of the alcoholic beverage market, guaranteeing its accessibility and security, and controlling alcohol consumption within the rational norms.

Currently, the alcoholic beverage market can be considered as one of the dynamically developing segments of the market economy. Due to its considerable capacity and specifics, this market is attractive for Russian and foreign manufacturers. In addition,

the competitive advantages of this market make it a stable source for generating budget revenues, tax and financial potentials of the region.

It should be borne in mind that the alcoholic beverage market offers specific products, the demand and, consequently, consumption being determined by the historical and cultural values and national traditions of the region. The development of the alcoholic beverage market depends on three main issues:

- fiscal, i.e. the receipt of excises in the federal and regional budgets;
- production, i.e. is preservation of the alcoholic beverage industry and maintaining the effective operation of distilleries;
- social i.e. adjusting alcoholic beverage consumption in order to reduce alcoholization of the population while improving product quality.

Due to these problems existence, the alcoholic beverage market has become attractive for criminal economic groups and certain categories of the population in terms of the fast and technologically easy ways of obtaining super profits and revenues in an extremely short time from the sale of illegal, counterfeit alcoholic beverages, causing serious harm to health and leading to alcoholism among the population of the region.

These problems directly affect the alcoholic beverage market of the Krasnoyarsk Krai.

The analysis of the alcoholic beverage market state and structure in the Krasnoyarsk Krai for 2012-2016 has revealed the following negative trends:

- a steady reduction in the dynamics of turnover of alcoholic products in the Krasnoyarsk Krai, outperforming the Russian Federation. Thus, for 5 years, the dynamics of turnover in the regional alcoholic beverage market decreased by 35% from 28.0 million dollars in 2012 to 18.2 million dollars (including beer) in 2016.
- a sharp reduction in the number of regional producers in the alcoholic beverages. The reasons are a simultaneous increase in excise rates for the alcoholic beverages and the establishing minimum retail prices. This led to the redistribution of the alcoholic beverage market among key groups of players: dominant positions in key market segments (vodka, beer) have been gradually transferring to foreign producers and producers from other regions of Russia.
- changes in the structure of purchases (wholesale, retail, import);
- an increase in illegal and counterfeit alcoholic beverages in the structure of consumption.

Thus, the development of the regional alcoholic beverages market in the Krasnoyarsk Krai is significant of due to two contradictory reasons:

- on the one hand, the competitive advantages of the market, having a long-term strategic effect (growth of potential market capacity, high profitability level, availability of free sales segments), which make it a stable source of budgetary and investment potentials;
- on the other hand, in case of reduction of regional producers, negative economic and social consequences for certain territories of municipal entities (fewer number of jobs, lower average wages and insurance premiums, tax base, investment attractiveness).

Further development of the regional alcoholic beverage market depends on global integration processes, including:

- changes in the formats of trade (displacement of small businesses by large supermarket chains);
- diversification in the activities of producers (multi-profile, related activities);
- creating the market of domestic brands (increase in the share of producers of popular brands);
- changes in the structure of consumption (increase in the share of low-alcohol products, reduction in the share of hard liqueur, increased demand for expensive elite beverages).

## METHODS AND MATERIALS

The following directions of the development of the alcoholic beverage market in the Krasnoyarsk Krai can be regarded perspective (Table 1).

Table 1 – Prospective directions of the alcoholic beverage market development in the Krasnoyarsk Krai

Long-term perspective (until 2025)	Medium-term perspective (until 2020)
<ol style="list-style-type: none"> <li>1. Creation of full-cycle manufacturing enterprises, i.e. production of spirit, hard liquor, soft alcoholic beverages, soft drinks, glass containers, eco-packaging, natural raw materials as additives, with a trading network including wholesale warehouses, branded stores with a uniform pricing policy.</li> <li>2. Building multi-profile production of alcoholic beverages, including the production of soft alcoholic beverages and “factory brand” beverages, being eco-packed exclusive products from natural raw material.</li> </ol>	<ol style="list-style-type: none"> <li>1. Reorganization and increase in the efficiency of enterprises producing alcoholic beverages in the Krasnoyarsk Krai.</li> </ol>

The development of the regional alcoholic beverage market in the promising areas (full cycle production, multi-profile production) will allow:

1. Using natural competitive advantages of Siberia – natural, environmentally friendly raw materials for increasing the product competitiveness and creating the export potential of the region.
2. Integrating large and small regional and municipal enterprises from different segments of the economy into the “full cycle” and “multi-profile” chains, rising the competition in the market and increasing its investment attractiveness;
3. Providing multiplicative effects of the development of adjacent segments of the regional economy located at different stages of production, i.e. to organize the production chain with a higher added value based on the full cycle of the agricultural products: “crude wheat – purified wheat – grinding – processing flour – starch –

alcohol”; to create a basis for organization of full cycle production in the segment of excisable and multi-profile production.

4. Creating the basis for the development of regional brands by alcohol producers.

5. Obtaining economic, budgetary and social effects and accelerating the process of transferring taxes to the regional budget (1/3 is credited immediately after the release from the enterprise to sale in retail chains), the creation of new regional brands.

As for the adopted mechanisms for state regulation of production, turnover and retail sale of alcoholic beverages, the existing distribution of rights and responsibilities at different levels of government, they are not able to fully reduce the criminalization processes in the market, Control over the quality and volume of importation of alcohol products, preservation of morality and health of the nation.

State regulation and mechanisms of regional and local authority interaction in respect of the property of operating, as well as being under liquidation companies in the excisable industry are limited in the encumbrance of the buyer's obligation opportunities in the sale of Krasnoyarsk Krai property owned by the state, and included in the guarantee agreements for keeping production profile; preventing equipment dismantling, mandatory insurance; the preservation of jobs for residents of the municipality (Art. 209 of the Civil Code, Art. 64 of the Labor Code).

The state legislation provides limited opportunities for direct financial support for the creation and promotion of a regional brand of alcoholic beverages, followed by state registration of the trademark. This contradicts the basic principle of protecting the health of the nation, enshrined in the “Concept of Implementing the State Policy to Reduce Alcohol Abuse and Prevention of Alcohol Abuse among the Population of the Russian Federation for the Period to 2020” (Order of the Government of the Russian Federation № 2128-r of 30.12.09).

The current legislation limits the opportunities for state and municipal support to develop regional production of alcoholic beverages, with no state or municipal preferences to producers of alcoholic beverages. In particular, part 1 of Article 78 of the Budget Code of the Russian Federation (from 31.07.1998 № 145-FZ) it is forbidden to grant subsidies to enterprises producing excisable goods, including alcoholic beverages (except for wine products made from grapes grown in the Russian Federation).

Thus, the effectiveness of state regulation of alcoholic production depends on the interaction of regional authorities and local government and is determined by the mechanisms for the production and turnover of alcohol production provision and control of liability in all areas.

## RESULTS

The issues of alcohol security are included in the national security system, since alcohol is the most important destructive factor in the socio-demographic development of Russia. The generally recognized goal of the state alcohol policy is to reduce mortality, morbidity and social problems associated with alcohol consumption. Since alcohol consumption is, on the one hand, a threat to the socio-demographic development of the society, and on the other hand, promotes realizing the fiscal function of the state, social and economic interests are to be in balance in terms of alcohol security.

The purpose of the state regulation is to create conditions for the development of the excisable industry and ensure the competitiveness, quality and security of the produced alcohol products. The power authority of the administrative and legal regulation of the alcoholic beverage market should be aimed at observing the interests of all economic entities present on the market:

- protection of the state economic interests in the creating the financial potential via the unified long-term national program for state regulation and development of the alcoholic beverage market, counteracting the implementation of illegal trade, harmonizing the excise policy of the members of the Customs Union, ensuring the growth of federal budget revenues through a differentiated approach to excise payments on types of alcoholic beverages;
- protection of the interests of business representatives in creating the investment potential for the development of the alcoholic beverage market via reduction of institutional barriers for the development of competition in the market, creation of favorable conditions for entrepreneurial activity, development of institutions for self-regulation of the production, turnover, sale and consumption of alcoholic products, elimination of disproportions in the development of links in the turnover infrastructure and sale of alcoholic beverages;
- protection of the end user i.e. the population interests in building consumer potential and maintaining health (ensuring security, high quality and affordability, changing the structure and reducing the level of consumption of alcohol products, protecting morality and health of citizens).

In order to improve the mechanisms of state regulation of the alcoholic beverage market and the development of strategic and tactical managerial decisions, assessment of the level of alcohol security and constant monitoring of all elements of the regional policy of state regulation of the alcoholic beverage market (production, sale, consumption, economic and social consequences) are necessary.

The monitoring system can identify threats to the region's alcoholic security, the disproportion in the development of certain business processes in the development of the alcoholic beverage market, the dynamics of negative economic and social trends, the emergence of which may come out of the state control zone.

The system for assessment of alcoholic security monitoring in the Krasnoyarsk Krai includes indicators, criteria, level of responsibility of the authorities in three directions (Table 2):

- criteria and indicators of state regulation of the alcoholic beverage market;
- criteria and the system of balanced target indicators for the development of the alcoholic beverage market;
- indicators of the efficiency measures to support the prevention of alcoholism in the regional population.

Table 2 – Monitoring system of alcohol security in the Krasnoyarsk Krai

Indicators	Criteria	State bodies
I. Criteria and indicators of the state regulation efficiency of the alcoholic beverage market		

1. Amount of planned compulsory tax payments for excises to the consolidated budget of the Krasnoyarsk Krai, thousand rubles	in 2016 – 709 100 in 2017 – 747 448 in 2018 – 750 577 in 2019 – 750 476 [3]	The Rosalkogolregulirovanie (State regulation of alcoholic industry)  The Ministry of Industry, Energy and Trade of the Krasnoyarsk Krai  The Ministry of Finance of the Krasnoyarsk Krai
2. Ratio of the number of inspections against the number of violations found in the course of inspections	<i>growth</i> in the efficiency and effectiveness of regulation compliance control	
3. Ratio of the number of applications for cancellation of licenses sent to court to the number of revoked licenses	<i>growth</i> in the efficiency effectiveness of licensing control in Russia by 73% in 2014	
4. Ratio of the excise rate to the amount of federal budget revenue from payment of excises	<i>growth</i> in the efficiency effectiveness of tax measures	
II. Criteria and a balanced scorecard (BSS) system for the development of the alcoholic beverage market		
1. Volume of alcohol production: In absolute alcohol, thousand dol. In-kind by type, thousand dol.	in 2016 – 432.0 in 2017 – 438.5 in 2018 – 438.1 in 2019 – 438.0 [3]	The Ministry of Industry, Energy and Trade of the Krasnoyarsk Krai  The Ministry of Agriculture of the Krasnoyarsk Krai
2. Coefficient of alcohol dependence of the region (ratio of production volume to sales volume)	<i>growth</i>	
3. Share of production of alcoholic beverage enterprises (organizations) of the Krasnoyarsk Krai in the vodka segment of the regional alcoholic beverage market,%	<i>growth</i> in 2016 – by 22.7%, in 2017 – by 23.1 %, in 2018 – by 23.0 %, in 2019 – by 23.0 %	The Ministry of Industry, Energy and Trade of the Krasnoyarsk Krai  The Ministry of Agriculture of the Krasnoyarsk Krai
4. Share of alcohol imports in physical terms from all products in the Krai,%	<i>decrease</i>	
5. Share of alcohol exports in physical terms from the output in the Krai,%	<i>growth</i>	The Ministry of Industry, Energy and Trade of the Krasnoyarsk Krai
6. Share of illegally produced alcoholic products,%	<i>decrease</i>	
7. Coefficient of use of production capacities of distilleries,%; pace ratio	<i>growth</i>	
8. Quality of alcohol products in the consumer market,%	<i>growth</i>	The Rospotrebnadzor
III. Indicators of the efficiency and effectiveness of measures to support the prevention of alcoholism among the population of the region		
1. Life Expectancy	<i>growth</i> in the level of developed countries up	

	to 74 years	
2. Mortality rate	<i>decrease</i> in the level of developed countries not less than 1.6 times, especially in working age from external causes	
3. Level of children and youth involvement in sports	<i>growth</i> with no criterion specified	The The Ministry of Sports of the Krasnoyarsk Krai
4. Volume of alcohol consumption in absolute alcohol per capita, including by sorts	decrease by 55% according to WHO recommendations 8 liters of absolute alcohol is extremely dangerous for the nation per year	
5. Share of consumption of hard liquor in the structure of consumption of alcoholic products, %	<i>essential decrease</i> in level of consumption of alcoholic production	
6. Share of expenditures on alcoholic beverages in the structure of consumer spending of the population, %	<i>decrease</i>	
7. Mortality rate from accidental alcohol poisoning, per 100,000 people	<i>decrease</i>	
8. Share of mortality from causes related to alcohol use in the overall mortality rate	<i>decrease</i>	
9. Ratio of the volume of sales of alcoholic beverages to the population to the mortality rate from accidental poisoning	<i>decrease</i>	
10. Number of registered patients with a diagnosis of alcoholism and alcoholic psychosis per 100 000 people, including teenage children, people	<i>decrease</i>	The Ministry of Health of the Krasnoyarsk Krai
11. Share of registered patients with a diagnosis of alcoholism and alcoholic psychosis in the total population, %	<i>decrease</i>	The Ministry of Health of the Krasnoyarsk Krai
12. Number of patients under observation with a diagnosis of alcoholism and alcoholic psychosis per 100,000 people, including teenage children, people	<i>decrease</i>	The Ministry of Health of the Krasnoyarsk Krai
13. Patients under observation first time diagnosed with alcoholism and alcoholic psychosis, in the total population, %	<i>decrease</i>	The Ministry of Health of the Krasnoyarsk Krai
14. Number of registered crimes committed in a state of intoxication, units	<i>decrease</i>	The Internal Affairs Directorate of the Ministry of Internal Affairs of Russia for the Krasnoyarsk Krai
15. Share of crimes committed in a state of intoxication from all recorded crimes, %	<i>decrease</i>	The Internal Affairs Directorate of the Ministry of Internal Affairs of Russia for

		the Krasnoyarsk Krai
16. Number of road accidents caused by drivers in a state of intoxication, units	<i>decrease</i>	The Internal Affairs Directorate of the Ministry of Internal Affairs of Russia for the Krasnoyarsk Krai
17. Share of road accidents caused by drivers in a state of intoxication in the total number of accidents, %	<i>decrease</i>	The Internal Affairs Directorate of the Ministry of Internal Affairs of Russia for the Krasnoyarsk Krai
18. Number of children from parents deprived of parental rights, people	<i>decrease</i> in comparison with the volume of alcoholic consumption per capita	The Ministry of Social Policy of the Krasnoyarsk Krai
19. Number of children left without parental care, people	<i>decrease</i> in comparison with the volume of consumption per capita	The Ministry of Social Policy of the Krasnoyarsk Krai

## CONCLUSION

The results of the research can be used by federal and regional government authorities as a methodological basis for medium and long-term forecasts for the development of the regional alcoholic beverage market and for assessing the level of alcohol security,

In the future, management solutions for the development of the regional alcoholic beverage market should be aimed at creating:

- attractive conditions for entrepreneurial and investment activity, based on competitive advantages based on the peculiarities of the alcoholic beverage market itself, i.e. growing potential market capacity, long-term demand for alcoholic products, high profitability of production;
- healthy competition in the production of high-quality, legal products that allow equal access to the resources of the region: raw materials, personnel, production, market, social infrastructure, the lack of restrictions on market entry for producers and sellers of other regions and states; for the import and export of products; the same conditions of administrative and legal regulation and control and supervision functions by the regional and municipal authorities.

In general, such a package of measures can increase the level of alcoholic security; create opportunities for more efficient and effective regulation of the alcoholic beverage market by all stakeholders.

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